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SARDAR PATEL UNIVERSITY
B.B.A. (HM & TTM) (I Semester) Examination
Wednesday, 13th April 2016
2.30 pm to 4.30 pm
UM01CBBH01/UM01CBBT01
Principles of Management for Hospitality & Tourism

Total Marks: 60

Note: 1. Figures to the right indicate marks of the questions.
 2. Answers should be precise and to the point.

- Q.1. (A) Define Management? Describe in brief the functions of Management. [10]
 (B) Explain the Decision Making Process. [05]
- OR**
- Q.1. Define Planning? How is Planning a foundation of Management? Explain classification of planning in detail? [15]
- Q.2. (A) Explain the meaning of Organizing? Which are the steps involved in Organizing process? [08]
 (B) Write a note on span of Management. [07]
- OR**
- Q.2. (A) Explain Centralization and Decentralization? Differentiate between Centralization and Decentralization. [08]
 (B) Concept of Authority, Power and Responsibility. [07]
- Q.3. (A) Explain the meaning of Motivation? Explain Maslow's Need Hierarchy Theory in detail. [10]
 (B) Autocratic or Directional Leadership. [05]
- OR**
- Q.3. Write short notes on following:
 (A) Herzberg Two Factor Theory. [08]
 (B) Qualities of Good Leader. [07]
- Q.4. Explain Organizational Environment in detail? [15]
- OR**
- Q.4. Write short note on following:
 (A) Natural Environments. [05]
 (B) Discuss Culture and Multiculturalism. [05]
 (C) Globalization. [05]

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 (G)